

AMENDMENTS TO CLAIMS

Claims 1 - 84 (canceled)

Claim 85 (previously presented): A method for displaying advertisements transmitted to a user unit, the method comprising:

receiving, at the user unit, at least one advertisement tagged with a delay tag indicating whether display of the at least one advertisement can be delayed; and

only if said delay tag allows delaying display of said at least one advertisement:

storing said at least one advertisement at the user unit;
retrieving said at least one advertisement; and
displaying said at least one advertisement.

Claim 86 (previously presented): The method according to claim 85 and also comprising:

displaying said at least one advertisement without delay if said delay tag does not allow delaying display of said at least one advertisement.

Claim 87 (previously presented): The method according to claim 85 and wherein said delay tag also indicates whether a user of the user unit can control display of said at least one advertisement, and said displaying comprises:

only if said delay tag indicates that the user can control display of said at least one advertisement:

retrieving said at least one advertisement in response to a selection made by the user; and
displaying said at least one advertisement.

Claim 88 (previously presented): The method according to claim 85 and wherein said delay tag also indicates a maximum allowed delay time period for displaying said at least one advertisement, and said displaying comprises:

displaying said at least one advertisement after said maximum allowed delay time period elapses if said at least one advertisement had not been displayed before said maximum allowed delay time period elapsed.

Claim 89 (previously presented): The method according to claim 85 and wherein said delay tag also indicates a non-advertising programming (NAP) threshold defining a maximum amount of NAP that may be displayed before the at least one advertisement must be displayed, and said displaying comprises:

determining an amount of NAP that has already been displayed; and
displaying said at least one advertisement without delay if said amount of NAP that has already been displayed is greater than or equal to the NAP threshold.

Claim 90 (previously presented): The method according to claim 89 and wherein said amount of NAP is defined by an accumulated time of display of NAP.

Claim 91 (previously presented): The method according to claim 85 and wherein said delay tag is assigned a guaranteed delivery attribute that forces the at least one advertisement to be displayed eventually.

Claim 92 (previously presented): The method according to claim 91 and wherein said delay tag is assigned the guaranteed delivery attribute in response to a payment for assigning the guaranteed delivery attribute.

Claim 93 (withdrawn): A method for displaying advertisements transmitted to a user unit, the method comprising:

receiving, at the user unit, at least one advertisement tagged with a tag indicating a non-advertising programming (NAP) threshold which defines a

maximum amount of NAP that may be displayed before the at least one advertisement must be displayed;

determining an amount of NAP that has already been displayed at the user unit; and

displaying said at least one advertisement without delay if said amount of NAP that has already been displayed at the user unit is greater than or equal to the NAP threshold.

Claim 94 (withdrawn): The method according to claim 93 and wherein said amount of NAP is defined by an accumulated time of display of NAP.

Claim 95 (withdrawn): The method according to claim 93 and wherein the NAP comprises a plurality of categorized NAP elements NAP_1, \dots, NAP_n having n separate weight factors where n is an index, and said amount of NAP is defined by a weighted sum of time of display of all the categorized NAP elements NAP_1, \dots, NAP_n .

Claim 96 (withdrawn): The method according to claim 95 and wherein each of the plurality of categorized NAP elements NAP_1, \dots, NAP_n is associated with a service-level determining a quality-of-service (QoS).

Claim 97 (withdrawn): The method according to claim 95 and wherein each weight factor i in the n separate weight factors is inversely related to an amount of payment for a corresponding NAP_i .

Claim 98 (withdrawn): The method according to claim 95 and wherein each weight factor i in the n separate weight factors is inversely proportional to an amount of payment for a corresponding NAP_i .

Claim 99 (withdrawn): The method according to claim 93 and wherein the amount of NAP is directly related to a number of viewing points that are accumulated by a user viewing the NAP.

Claim 100 (withdrawn): The method according to claim 93 and wherein said displaying comprises:

determining that said at least one advertisement is currently at the top of a play-list queue of advertisements to be displayed; and
displaying said at least one advertisement without delay in accordance with a result of said determining.

Claim 101 (withdrawn): A method for displaying advertisements transmitted to a user unit, the method comprising:

receiving, at the user unit, at least one advertisement associated with at least one alternative advertisement, the at least one advertisement being tagged with a replacement tag indicating whether a user of the user unit is allowed to replace displaying of the at least one advertisement by displaying of said at least one alternative advertisement; and

displaying one of said at least one advertisement and said at least one alternative advertisement in accordance with a value of said replacement tag and a selection of the user.

Claim 102 (withdrawn): The method according to claim 101 and also comprising, prior to said displaying:

determining that said at least one advertisement and said at least one alternative advertisement are not competing advertisements; and

performing said displaying based, at least in part, on a result of said determining.

Claim 103 (withdrawn): The method according to claim 101 and wherein said replacement tag also provides an archiving indication indicating which one of said at

least one advertisement and said at least one alternative advertisement is to be archived, and the method also comprises:

archiving one of said at least one advertisement and said at least one alternative advertisement based on said archiving indication.

Claim 104 (withdrawn): The method according to claim 103 and wherein said archiving comprises archiving one of said at least one advertisement and said at least one alternative advertisement in response to payment by an advertiser of a corresponding one of said at least one advertisement and said at least one alternative advertisement.

Claims 105 – 144 (canceled)

Claim 145 (previously presented): A user unit for displaying transmitted advertisements, the user unit comprising:

a receiver operative to receive at least one advertisement tagged with a delay tag indicating whether display of the at least one advertisement can be delayed;

a memory;

a display; and

a controller operatively associated with said receiver, said memory and said display and operative to store said at least one advertisement in said memory only if said delay tag allows delaying display of said at least one advertisement, and to retrieve said at least one advertisement from said memory for displaying said at least one advertisement on the display.

Claim 146 (withdrawn): A user unit for displaying transmitted advertisements, the user unit comprising:

a receiver operative to receive at least one advertisement tagged with a tag indicating a non-advertising programming (NAP) threshold which defines a

maximum amount of NAP that may be displayed on a display before the at least one advertisement must be displayed; and

a controller operatively associated with the receiver and operative to determine an amount of NAP that has already been displayed, and to provide said at least one advertisement without delay to the display for display thereby if said amount of NAP that has already been displayed is greater than or equal to the NAP threshold.

Claim 147 (withdrawn): A user unit for displaying transmitted advertisements, the user unit comprising:

a receiver for receiving at least one advertisement associated with at least one alternative advertisement, the at least one advertisement being tagged with a replacement tag indicating whether a user of the user unit is allowed to replace displaying of the at least one advertisement by displaying of said at least one alternative advertisement; and

a controller operatively associated with said receiver and operative to provide one of said at least one advertisement and said at least one alternative advertisement to a display for display thereby in accordance with a value of said replacement tag and a selection of the user.

Claims 148 – 161 (canceled)

Claim 162 (new): The user unit according to claim 145 and wherein the controller is operative to provide the at least one advertisement without delay to the display for display thereby if the delay tag does not allow delaying display of the at least one advertisement.

Claim 163 (new): The user unit according to claim 145 and wherein the delay tag also indicates whether a user of the user unit can control display of the at least one advertisement, and the controller retrieves the at least one advertisement in response to a selection made by the user and provides the at least one advertisement to the

display for display thereby only if the delay tag indicates that the user can control display of the at least one advertisement.

Claim 164 (new): The user unit according to claim 145 and wherein the delay tag also indicates a maximum allowed delay time period for displaying the at least one advertisement, and the controller provides the at least one advertisement to the display for display thereby after the maximum allowed delay time period elapses if the at least one advertisement had not been displayed before the maximum allowed delay time period elapsed.

Claim 165 (new): The user unit according to claim 145 and wherein the delay tag also indicates a non-advertising programming (NAP) threshold defining a maximum amount of NAP that may be displayed before the at least one advertisement must be displayed, and the controller determines an amount of NAP that has already been displayed, and provides the at least one advertisement without delay to the display for display thereby if the amount of NAP that has already been displayed is greater than or equal to the NAP threshold.

Claim 166 (new): The user unit according to claim 165 and wherein the amount of NAP is defined by an accumulated time of display of NAP.

Claim 167 (new): The user unit according to claim 145 and wherein the delay tag is assigned a guaranteed delivery attribute that forces the at least one advertisement to be displayed eventually.

Claim 168 (new): The user unit according to claim 167 and wherein the delay tag is assigned the guaranteed delivery attribute in response to a payment for assigning the guaranteed delivery attribute.

Claim 169 (new): A user unit for displaying transmitted advertisements, the user unit comprising:

means for receiving at least one advertisement tagged with a delay tag indicating whether display of the at least one advertisement can be delayed;

means for storing;

means for displaying; and

means for controlling associated with the means for receiving, the means for storing and the means for displaying, wherein the means for controlling stores the at least one advertisement in the means for storing only if the delay tag allows delaying display of the at least one advertisement, and the means for controlling retrieves the at least one advertisement from the means for storing for displaying the at least one advertisement on the means for displaying.

Claim 170 (new): The method according to claim 85 and wherein the at least one advertisement comprises at least one of the following:

a video clip;

a still image;

audio; and

a combination comprising at least two of the following:

a video clip;

a still image; and

audio.

Claim 171 (new): The method according to claim 85 and also comprising:

assigning the delay tag a value which is dependent on a length of the at least one advertisement.

Claim 172 (new): The method according to claim 85 and wherein the delay tag indicates that display of the at least one advertisement can be delayed when the at least one advertisement is 30 seconds long.

Claim 173 (new): The method according to claim 85 and wherein the delay tag indicates that display of the at least one advertisement cannot be delayed when the at least one advertisement is less than 30 seconds long.

Claim 174 (new): The method according to claim 85 and also comprising:
associating the delay tag with a commercial length tag which defines a length of the at least one advertisement.

Claim 175 (new): The method according to claim 85 and also comprising enabling a user of the user unit to determine for how long the user wishes to delay display of the at least one advertisement.

Claim 176 (new): The method according to claim 85 and also comprising storing configuration information of the user unit.

Claim 177 (new): The method according to claim 176 and wherein the configuration information comprises an indication of whether a user delay option is allowed.

Claim 178 (new): The method according to claim 176 and wherein the configuration information comprises an indication of a maximum number of user delays per day.

Claim 179 (new): The method according to claim 85 and also comprising storing current user interactivity information.

Claim 180 (new): The method according to claim 179 and wherein the current user interactivity information comprises a number of advertisement delays executed in a current day.

Claim 181 (new): The method according to claim 179 and wherein the current user interactivity information comprises a number of delays executed upon the at least one advertisement.

Claim 182 (new): The user unit according to claim 145 and wherein the at least one advertisement comprises at least one of the following:

- a video clip;
- a still image;
- audio; and
- a combination comprising at least two of the following:
 - a video clip;
 - a still image; and
 - audio.

Claim 183 (new): The user unit according to claim 145 and wherein the delay tag is assigned a value which is dependent on a length of the at least one advertisement.

Claim 184 (new): The user unit according to claim 145 and wherein the delay tag indicates that display of the at least one advertisement can be delayed when the at least one advertisement is 30 seconds long.

Claim 185 (new): The user unit according to claim 145 and wherein the delay tag indicates that display of the at least one advertisement cannot be delayed when the at least one advertisement is less than 30 seconds long.

Claim 186 (new): The user unit according to claim 145 and wherein the delay tag is associated with a commercial length tag which defines a length of the at least one advertisement.

Claim 187 (new): The user unit according to claim 145 and wherein the controller is also operative to enable a user of the user unit to determine for how long the user wishes to delay display of the at least one advertisement.

Claim 188 (new): The user unit according to claim 145 and wherein the controller is also operative to store configuration information of the user unit in the memory.

Claim 189 (new): The user unit according to claim 188 and wherein the configuration information comprises an indication of whether a user delay option is allowed.

Claim 190 (new): The user unit according to claim 188 and wherein the configuration information comprises an indication of a maximum number of user delays per day.

Claim 191 (new): The user unit according to claim 145 and wherein the controller is also operative to store current user interactivity information in the memory.

Claim 192 (new): The user unit according to claim 191 and wherein the current user interactivity information comprises a number of advertisement delays executed in a current day.

Claim 193 (new): The user unit according to claim 191 and wherein the current user interactivity information comprises a number of delays executed upon the at least one advertisement.